

The Miller & Rhoads Store is the Dry Goods Centre of Richmond

State Fair Visitors Will See the Finest Assortment of Merchandise in the South

Visitors to the State Fair Are Cordially Invited to

Make this store their headquarters while in Richmond.

Take advantage of our reading and rest rooms.

We'll check your baggage free of charge.

Get your lunch in our restaurant. Regular lunches served from 10 A. M. to 6 P. M. at moderate prices.

SPECIAL—Club Lunch (a regular dinner) served from 12 noon to 3 P. M., 40c.

Free Lessons in Embroidery

Classes begin October 12th. For further information apply in the Art Needlework Department.

39c Centrepieces, 29c

Battenberg pieces, 18 inches diameter, linen centres, were 29c, now 10c.

Battenberg Squares, 20x20 inches, linen centres, beautiful designs; special, 40c.

(Mail orders filled.)

You can get plenty of early suggestions for Christmas in the Art Department.

Dress Goods and Silks

It is almost beyond belief that such good, serviceable and stylish dress goods and silks can be produced at such reasonable prices as we are offering here this week.

The economically inclined can surely dress well at a small outlay by taking advantage of these prices.

Monday morning we will place on sale some of the biggest bargains we have ever offered. Read the lists:

Dress Goods

32 Imported Suitings, 44 inches wide, made in Germany, Saxony, from the most Australian yarns. The colors are navy, electric olive, brown and green. \$1.00

31 Fancy Suitings, 44 inches wide, in serge and Panama weaves; regular \$1 goods, for yard, 75c

All-Wool Cheviots, 42 inches wide and good quality for yard, 50c

In such popular colors as navy, bright blue, two shades of brown, garnet, green and black. This is one of the bargains of the season, and we only have one case to sell at this price.

25 pieces of 50c Checked Suitings, 36 inches wide, in the most popular colors; regular 50c goods to go at, yard, 39c

31 Broadcloths, 48 to 52 inches wide, in navy, royal, brown, green, garnet and black, yd., 75c

Only one piece each to sell at this price, so come early.

31 Striped Serges, 42 inches wide, in black, brown and gray, yard, 75c

Golf Red Thibet, 54 inches wide, yard, \$1.25

31 Wool Satin, 44 inches wide, with high lustre, in black only; regular \$1.25 fabric for yard, \$1.00

31 Imported Plaid Suitings, 45 inches wide, ombre effects, in olive, brown and navy; only three pieces to sell, yard, 50c

36-inch Suitings, in stripes and checks, mostly grays, in cashmere effects, yard, 48c

New Silks

The New Ombre Crepes, 60c yard. Satin Stripe Crepes, in beautiful colored designs, \$1 yard.

Florentine Silks, 32 inches wide, in large floral designs, for kimono and house gowns, 50c yard.

Black Satin Duchesse, 50c to \$1.50 yard.

The New Plaid Silks, the regular \$1 quality, 85c yard.

Bordered Kimono Silks, 75c yard. Printed Crepe de Chine, 60c yard.

Chevron Stripe Silks, 60c yard. Pekin Stripe Silks, 60c yard.

Cordelle or Ottoman Silks, 36 inches wide, in peacock, London smoke and black, \$2.50 yard.

Novelty Silks, 50c to \$1.50 yard. Yard-wide Taffeta, black and colors, \$1 yard.

Yard-wide Satins, black and colors, \$1 yard.

Peau de Soie, 20 inches wide, glove finish, in the most wanted shades, 80c yard.

Satin Messalines, in twenty different shades, besides black and white, 60c yard.

Chevron Messalines, 75c yard. Imported Swiss Messalines, 85c yard.

Satin Serrano, in black and colors, 50c yard.

(Mail orders filled.) Main Floor.

TO-MORROW—the Bargain Day—and every day during the coming week, when thousands of visitors will attend the State Fair, this store will more than ever prove its right to leadership.

From home and foreign markets the finest of merchandise has been pouring into this building for weeks past.

For style, quality, quantity and low prices the present assortment of Dry Goods of all kinds, Suits, Wraps, Waists, Skirts, Dress Accessories and Home Furnishings and Decorations is the very best that it has ever been our good fortune to show you.

Miller & Rhoads is synonymous with "The Best" in this part of the country.

Richmond people and out-of-town people should by all means visit the State Fair. 'Twill be an exhibition worth seeing—equally remarkable as an exhibit will be the contents of this store and the store itself. Put Miller & Rhoads on your schedule every day this week.

Ready-to-Wear Garment Sale

Suits, Cloaks, Skirts and Waists

To-morrow we inaugurate the fall and winter season in the garment section with the greatest sale we've ever attempted—the greatest in stock, greatest in variety of styles and cloths, and the greatest in point of money-saving prices. This will surely be the woman's week of immense opportunities for economical shopping.

Note the choice values mentioned below. Hundreds of others equally as good:

Suits

All-Wool Broadcloth Suits, in black, brown, green and navy. The coat is 30 inches long, semi-fitting back, straight front, elaborately trimmed with bands of taffeta and soutache braid, lined with good serviceable satin. The skirt is flared, trimmed with a wide band of satin soutache braid and black buttons.

\$13.50

Widewale Storm Serge Suits, in brown and navy. The coat is 40 inches long, tight-fitting back, straight front, elaborately trimmed with military braid and lined with good serviceable satin. The skirt is flared, trimmed with a wide band of satin soutache braid and black buttons.

\$14.75

Coats

Women's Plain Black Medium Weight Cheviot Coats, lined with good satin, semi-fitting back, single-breast, collar and cuffs trimmed with velvet and silk braid; special value.

\$7.50

Women's Raincoats, suitable for storm or driving purposes; vulcanized rubber on mohair; storm collar, double-breasted, guaranteed to give service; black, navy, brown and gray.

\$7.95

Girls' Knee Length Coats, in good winter weight Kersey cloth, double-breast, storm collar, collar and cuffs of velvet, trimmed with braid and fancy metal buttons; ages 6 to 14 years; best value in Richmond for

\$5.00

Skirts

Pure Wool Panama Skirts, full width, wide fold around the bottom, blue, brown and black; well tailored, perfect fitting garments, only

\$3.95

French Voile Skirts, hard twisted yarn, plaited with two wide folds of taffeta and nine narrow rows of stitched taffeta around the bottom; very handsome garments and one of the best values of the year at

\$7.95

Waists

Black Brilliantine Waists, long sleeves, plaits front and back; well tailored, neat, stylish looking; garments, all sizes; cheap in price at

\$1.50

Satins will be much used for waists this fall. Very stylish garments here in Satin Duchesse of an excellent quality, open on the side, stitched strappings, long sleeves, tucking, satin covered buttons; a well tailored garment, in black and colors; very dressy.

\$5.95

Boys' Clothing

Everything in Suits, Top Coats, Separate Trousers and Headgear that youngsters between 3 and 16 years need, can be found in this department of the store. We'd like you to examine the styles and qualities closely—and then compare the garments with the marked prices.

\$2.74 Pyrography

Outfit for **\$1.25**

The pieces separately are worth the following figures:

Needle 50c
Bulb 50c
Tube 25c
Cork handle 25c
Lamp 25c
Hottle 25c
Stopper 25c
Box 10c
Total \$2.74
(Mail orders filled.)

Free lessons given in wood burning, carving and coloring; Wednesdays and Saturdays, 3 to 5 P. M.

Special Price Complete **\$1.25**

Lace Curtains and Portieres

Want to make your home look bright and cheerful at little cost?

See what a little money will do towards great cheerfulness in our Curtain department.

Nottingham Curtains, 3½ yards long, full width, good line of patterns, 75c and \$1 pair.

Nottingham Curtains, 3½ yards long, all over and plain centers, neat borders, \$1.50 pair.

Madras Weave Curtains, 3½ yards long, neat Brussels effect, \$2 pair.

Cable Net Curtains, 3½ yards long, flat edge and insertion effects, \$2.50 pair.

Novelty Net Curtains, 3½ yards long, very effective for dining rooms, libraries, etc., \$3.50 pair.

Irish Point Curtains, 3½ yards long, very good patterns, white or beige, made on good net, \$1.50 pair.

Very dainty patterns in Nottingham Curtains, 3½ yards long, 75c and \$1 pair.

Two-Tone Tapestry Curtains, 2 yards long, heavy fringe top and bottom, \$2 pair.

Self-Colored Armure Portieres, 2 yards long, fringed top and bottom, \$3.

Armure Portieres, handsome designs, heavy fringe top and bottom, \$1.50 pair.

Mercerized Armure Portieres, 2 yards long, fringed or new edge all colors, \$6.75.

Silk Mersil Curtains, \$13.50, \$15, \$17.50.

Double Velour Curtains, 2 yards long, green and rose, red and green, green and tan, \$18 pair.

(Mail orders filled.) Third Floor.

Now for Carpets and Rugs

Prices are surely your way. If you have a Carpet or Rug need come here this week and see what wonderful values await you.

You know we handle only reliable qualities and that our prices are always the lowest from start to finish.

Carpets

11 quality Velvet Carpets, good line of room patterns, 75c yard.

Tapestry Brussels Carpets, big line of room, hall and stair patterns, 75c yard.

Tapestry Brussels Carpets, hall, stair and room patterns, with borders to match, 85c yard.

175 Wilton Carpets, room patterns, with borders to match; special, \$1.10 yard.

Savonnerie Carpets, borders to match, \$1.30 value, \$1.10 yard.

High grade Wilton Carpets, with borders to match, patterns for halls, rooms and stairs, \$1.50 yard.

Rugs

9x11 Feet Tapestry Brussels Rugs, good line of patterns and colors, \$10.75.

9x12 Feet Tapestry Brussels Rugs, large line of Oriental and floral patterns, all colors, \$15.

9x12 All-Wool Smyrna Rugs, good line of patterns and colors, \$18.

Extra quality Brussels Rugs, 9x12, greens, tans, blues and mixtures, \$20.

9x12 Axminster Rugs, good line of patterns, \$22.50 each.

9x12 Wilton Rugs, \$40.50 and \$42.50 values, special \$32.50 and \$35.

4x7 Feet All-Wool Smyrna Rugs, good line of patterns, suitable for halls, dens, etc., \$4.50.

3x5 Feet Smyrna Rugs, big line of patterns; regular \$1.50 quality, \$3.48.

(Mail orders filled.) Third Floor.

White Goods Specials

Figured Pique, in small, neat patterns—the same quality that has sold for 35c yard; our price **25c**

White Madras, in a full assortment of dots, checks and small figures, 20c quality, yd., **19c**

English Long cloth, yard wide, fine grade, yd., **10c**

12-yard pieces, \$1.10 each. (Mail orders filled.)

12½c Towels, 9c

Huck Towels, excellent quality, large size. There's big savings to be had in towels if you'll take advantage of the prices we are quoting.

Extra large and heavy Linen Huck Towels, all white or with red borders; regular 17c value, 12½c. (Mail orders filled.)

Largest Mail Order House in the South

If you find it impossible to visit Richmond this week write us regarding anything you see in any of our advertisements. Prompt attention given all requests for samples or information asked for.

You can shop just as satisfactorily by mail as if you were here in person.

Orders by mail are filled by a corps of expert salespeople whose entire time is given to this work.

Write for our handsomely illustrated New Fall Catalogue.

New Outings & Flannelettes

The weather for them is here. We're ready with a great profusion of these fabrics in the prettiest sort of patterns—stripes, checks, plaids, plain colors and bordered effects.

Outings, 10c, 12½c; Flannelettes, 10c, 12½c, 15c and 19c.

New Pretty Wash Goods

Some of these pretty fabrics are briefly noted below:
New Satens, 12½c and 15c yard, in dots, stripes, rings and figures.
Solid Colored Satens, 12½c to 25c yard. (Mail orders filled.)

Bordered Satens, 25c yard. Crepe Cloths, 12½c to 15c yard, in beautiful designs for kimono.

Galaten Cloths, 16½c to 25c yard. New Gingham, 10c and 12½c yard.

Women's Dressing Sacques and Kimonos

Values here this week decidedly worth your while in these very reasonable garments. New stock, well made, well finished, dainty patterns—very low prices.

Flannelette Dressing Sacques, in all colors, full front, fitted back, 50c.

Fleece Down Dressing Sacques, in light blue, gray and pink, small turnover collar and small cuff, finished with scallop, 75c.

Fleece Down Dressing Sacques, in gray, pink or light blue grounds, colored figures, finished with scallop edge, \$1.

Bed Sacques, in fine quality fleece down, pink or light blue, with tures, bound with satin ribbon, \$1.50.

Full length Fleece Down Kimonos, gray or tan grounds, small collar, short sleeves, finished with scallop, \$1.50.

Full length Fleece Down Kimonos, in tan or light blue grounds, large cashmere patterns, with pink or light blue satin facing, \$3.

Others \$1.75, \$2.25, \$2.50.

Long Silk Kimonos (figured), blue back 3-4 sleeves, tucked front, \$5.25.

(Mail orders filled.) Second Floor.

Women's New Fall Shoes

Hundreds of styles in this department, which is the leading one of Richmond. It is the largest exclusive store in the South Atlantic States devoted to the sale of Women's and Children's Shoes.

The stock is a complete one between \$2.00 and \$6.00.

The assortments at \$2.50 and \$4 being good, such as Gun Metal, Calf Button, Patent Colt Button, Patent Colt Blucher, Tan Calf Lace, etc.

(Mail orders filled.)

Bargains Will Be Found in Our Basement

Do you need Flannels—white, red, gray or blue?—read the prices. They're cheap. Sheets, Pillowcases, Sheeting, Cottons, Canton, Flannel, Percales, etc. This basement is the housekeepers' savings bank—always good investments here.

White Flannels

Two specials that we particularly call your attention to.

All-Wool White Flannel, 27 inches wide, a regular 35c fabric, for 25c yard.

All-Wool White Flannel, 36 inches wide, extra heavy, a regular 60c value, for 55c yard.

Flannels, 27 inches wide, 39c, 45c, 50c, 55c and 60c.

36 inches wide, 39c, 50c, 75c and 85c yard.

Embroidered Cream Flannels, 32 inches, silk embroidered in daisies and fern leaves, hemstitched effect.

Embroidered Cream Flannels, in crease designs and overcast scallop, 75c yard.

Other designs in Embroidered Flannels, ranging in price from 50c to \$1.50 yard.

Gray Twill Flannels

27 inches wide, heavy mixed, 25c yard.

27 inches wide, medium weight, all-wool, worth 50c; our price, 39c.

27 inches wide, all wool, 50c.

Red Twill Flannel

27 inches wide, medium weight, 29c.

27 inches, all wool, worth 40c, 33c.

39c Eiderdown, 29c yd

27 inches wide, gray, pink, light blue, Alice, white, cream and red; same grade has sold for 39c; our price to-morrow, 29c yard.

Best Sea Island Percales, 12½c yd

Light and dark grounds, with figures, dots, stripes and rings, with or without borders; best quality cotton, 12½c yard.

Bed Ticking, 12½c yd

Feather-proof Ticking, 32 inches wide, 12½c, 15c, 18c and 20c yard.

Extra heavy weight Ticking, yard wide, 25c yard.

Fancy German Ticking, 22 inches wide, in tan and white, blue and white, red and white and red and tan, 25c yard.

Sheets and Pillow Cases

Sheets, 81x90 inches, 75c value, for 65c; 90x90 inches, 85c value, for 70c.

Pillow Cases, 42x36 inches and 45x36 inches, heavy round thread cotton, 3-inch hem; regular 12½c value, 10c.

Extra good quality Cotton Pillow Cases, no dressing, 15c value, 12½c. (Mail orders filled.)

The Time Now for Heavy Underwear

Special Values for Men, Women and Children

Past experience in buying Underwear will undoubtedly bring you to this store. The Underwear that you'll see and the prices we ask will do the rest.

Men's Underwear

Extra Cotton, medium weight; also heavy weight Cotton, in extra and silver gray, 50c.

Norfolk-New Brunswick Medium Weight Underwear, natural wool, will not shrink; \$1 elsewhere; our price, 85c.

Norfolk-New Brunswick Light Weight Underwear, heavy winter weight, natural gray, reinforced seams, in-shrinkable, \$1.

Double Underwear, light weight underwear, wool outside, cotton inside. You have the warmth of wool, but with cotton next the skin, \$1 garment.

Men's Union Suits, extra ribbed cotton, medium and heavy weight, \$1.50.

Women's Underwear

Vests, high neck, long sleeves, fleece lined, bleached or unbleached, at 25c each; better grade, 50c each.

Lightweight Cotton and Wool Vests, high neck, long sleeves, ankle length Pants to match, 75c and \$1.

Lightweight Wool Vests and Pants, 85c each.

Natural Wool Flat Goods Vests and Pants to match, \$1 and \$1.50 each.

All Cotton (Heavy) Union Suits, in high neck, long sleeves, \$1.

Fleece Lined Union Suits, heavy weight, long sleeves, ankle length Pants, 50c, 75c, \$1.